



# COURTNEY WIMS

GRAPHIC DESIGN • ILLUSTRATION • PHOTOGRAPHY

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## SUMMARY

Creative design professional with 7 years of experience creating graphic assets for branding, marketing, promotional, packaging, social medias, and other print and digital mediums. High level of competency in Adobe Photoshop, Illustrator, and InDesign. Excellence in written and verbal communications, time management, and multi-tasking.

## EDUCATION

### BACHELOR'S DEGREE

Photography & Graphic Design minor

Northern Arizona University  
(August 2012 - December 2015)

## COMPETENCIES

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dimension  
Adobe Dreamweaver  
Adobe XD  
Graphic Design  
Brand Design  
Packaging Design  
Product Design  
Email Design  
Illustration  
Motion Graphics  
Photography  
Photo Editing  
Microsoft Suite

### ● PRINCESS CRUISES -

Graphic Designer (December 2021 - Present)

Junior Graphic Designer (March 2021 - December 2021)

- 12 direct mail pieces designed with a conversion of \$600,000+ bookings
- 50+ emails designed and launched to clients worldwide
- Designed advertisements in New York Times, Yahoo.com, AAA, Travel Weekly, etc.

Designed a wide array of high quality print and digital marketing materials for use by a variety of customers including travel agents, internal departments, and consumers. Translated and pitched concepts into variable designs for print and digital channels. Designs including but not limited to: logos, direct mail pieces, flyers, email designs, web assets, illustration, animation, GIFs, advertisements, CO-OP assets, LTO campaign creative, onboard signage, social media assets, etc.

### ● JACK NADEL INTERNATIONAL -

Brand Manager (July 2020 - February 2021)

Branding Account Coordinator (March 2019 - July 2020)

- \$1.9 million in branded product while driving a 40% increase from the previous year's sales
- \$100,000 in branded products created for Nickelodeon's retail Holiday Pop-up shop in LA

Pitched, designed, and sourced branded products for a variety of clients' Marketing, Branding, Special Events, and Executive teams. Developed pitch decks for clients through PowerPoint, Photoshop, and Illustrator. Managed client brand projects from production to execution.

### ● PEPSICO -

Special Events and Reset Coordinator (November 2017 - July 2018)

Coordinated Special Events in Denver from venue locations, brand presentation, marketing materials, and team schedules. Managed Colorado's purchase order system designated for marketing and branded merchandise items in warehouse.

### ● PEPSICO (contractor) -

Graphic Designer and Marketing Coordinator (September 2016 - November 2017)

- Designed 10+ promotional sweepstakes programs leveraging athletes from the NFL, NBA, and NHL
- Created 965+ pricing graphics for Pepsi, Mtn Dew, Gatorade, Lipton, Aquafina, etc.

Designed brand, marketing, and promotional printed and digital graphics using Photoshop and Illustrator. Created large volumes of graphic design assets by routing for approvals, and applying feedback from Brand, Consumer Relations, Legal, and external clients or partners. Protected brand regulations and identity within regional marketing, promotional, and consumer-facing industries. Organized and maintained graphic files and marketing asset library of 22+ brands.